Product Environmental Footprint Category Rules

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Dairy product Footprint: international discussion
Context

The Product Environmental Footprint (PEF) European initiative

April 9th, 2013, the European Commission published:
Single Market for Green Products

Product Environmental Footprint (PEF) Guide

Organisation Environmental Footprint (OEF) Guide

Pilot testing phase: 3 years

Objective
Higher uptake of green products and of greener practices
The *Single Market for Green Products* initiative

- **Two methods to measure environmental performance** throughout the lifecycle, the Product Environmental Footprint (PEF) and the Organisation Environmental Footprint (OEF);

- For **use of these methods** to Member States, companies, private organisations and the financial community through a Commission Recommendation;

- **A three-year testing period** to develop product- and sector-specific rules through a multi-stakeholder process;

- **Principles** for communicating environmental performance, such as transparency, reliability, completeness, comparability and clarity;

- International efforts towards more coordination in methodological development and data availability.
Food products selection

- Beer
- Feed for food producing animals
- Meat (bovine, pigs and sheep)
- Packed water
- Olive oil
- Coffee
- Dairy
- Fish for human consumption
- Pasta
- Pet food (cats & dogs)
- Wine

Cow model WG
Why did the dairy sector join this project?

- Work together to share a common vision: methodology and communication
- Continue being proactive as a sector on sustainability
- Pre-competitive approach on sustainability
- Be inside the process, not outside; be driver not driven
- Test our choice with different products
- Being part of (future possible legislative) proposals of the Commission
Who is in the dairy PEF (product environmental footprint)?

A dairy SME
Stages 2014

➡️ June 2014: Project selection by the Commission

➡️ July 2014: Kick-off meeting for dairy PEF

➡️ October 2014: Public consultation on draft scope, product subcategories and representative products

➡️ December 2014:
  • Final validation of 1st deliverable with NGOs and governments in Technical Secretariat
  • Cow Model WG Closure
Thank you for your attention

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